City of Fernley Strategic Planning
Community Workshop No. 2

When? Saturday, January 23, 2016; 9:00am to 2:30pm

Where? City Council Chambers; City of Fernley City Hall; 595 Silver Lace Blvd., Fernley, NV  89408

What will the workshop cover?
The City of Fernley’s current strategic plan spans a five-year planning horizon, FY 2011 through FY 2016. With the current strategic plan set to expire, the City of Fernley has begun a strategic planning process as part of the City’s effort to revise the current FY 2011-16 strategic plan. Faculty from the University Center for Economic Development at the University of Nevada, Reno will facilitate a community workshop on Saturday, November 7, 2015 in order to begin the strategic planning process. This workshop will contain presentations and seek community input on a variety of topics, including:

- A review of the results from Workshop No. 1 held on November 7, 2015.
- Identification and development of a set core values, a strategic mission, and a strategic vision for the City of Fernley.
- Review of the completed Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis and the Environmental Assessment and Evaluation of Community Positions and Resources for the City of Fernley.
- Identification and development of new strategic goals, objectives, and performance measures.

Who Should Attend? Interested members of the public, residents, business owners, community leaders, elected and appointed officials, and members of various appointed boards are welcome to attend.

How Long is the Workshop? The workshop will be a one day event beginning at 9:00am and ending at 2:30pm. Morning coffee, snacks and lunch in the afternoon will be provided.

How do I register? This is no charge to attend but individuals interested in attending are encouraged to RSVP by Tuesday, January 19, 2016. To RSVP or to get more information about this workshop and strategic planning process, please contact Frederick Steinmann, University Center for Economic Development, via phone (775.784.1655) or by email (fred@unr.edu).
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595 Silver Lace Boulevard
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Saturday, January 23, 2016

9:00am – 9:15am:  Registration and Networking

9:15am – 9:30am:  Introductions and Overview
  •  Review of the Strategic Planning Process

9:30am – 10:30am:  Review of the Results from Workshop No. 1 Saturday, November 7, 2015
  •  Review the Completed Environmental Assessment and Evaluation of Community Positions and Resources
  •  Review of the Completed Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis for Fernley

10:30am – 10:45am:  BREAK

10:45am – 12:00pm:  Development and Identification of Core Values, a Strategic Mission, and a Strategic Vision
  •  Current Values, Mission, and Vision
  •  Identification of Values, Mission, and Vision for the FY 2017 to FY 2021 Planning Horizon

12:00pm – 1:00pm:  WORKING LUNCH
  •  Lunch Time Exercise:  Evaluation of existing Strategic Goals and Objectives

1:00pm – 2:30pm:  Development and Identification of Strategic Goals, Objectives, and Implementation Measures for the FY 2017 to FY 2021 Planning Horizon

2:30pm – 2:45pm:  Wrap-Up and Thank You; Next Steps